RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

August 21, 1997

RJR Account #160600
Mr. B. Donahue
DONAHUE TOBACCO CO.

[redacted] WINSTON B2GF CAP / PROMOTION #700927

Dear Bill:

WINSTON regular product has been ordered (see quantities listed below), as well as 20 skus of B2GF Cap Sleeves / Displays (Item #529301) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

UPC Code	WINSTON Brand Style	Case Size	#/ Cases
12300-11112	*Light*	12M	1
12300-11906	*Light Box*	6M	1

PO #091597

Product / Premium Arrival:	**September 15, 1997**
Ship Date to Retail:	**Week of: September 23, 1997**
SKU CUBE:	**2.5480**
SKU WT (w/o Product):	**8.2000 lbs**
Retail Sales Offer per Sku:	**20 units**
Billing per Sku:	**4 Full Price Cartons**
EFT $ Amount:	**$1,071.31**
Non-EFT $ Amount:	**$N/A**

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Source: https://www.industrydocuments.ucsf.edu/docs/xqmy0000

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-free-Cap sleeves. Two packs of Winston product should be placed into the sleeve. Consumer purchases two packs, receives a free ***Winston 'No Bull' Cap***.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $28.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$37.33 (1.33 case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: 162302

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-WINCAP.DOC

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Source: https://www.industrydocuments.ucsf.edu/docs/xqmy0000

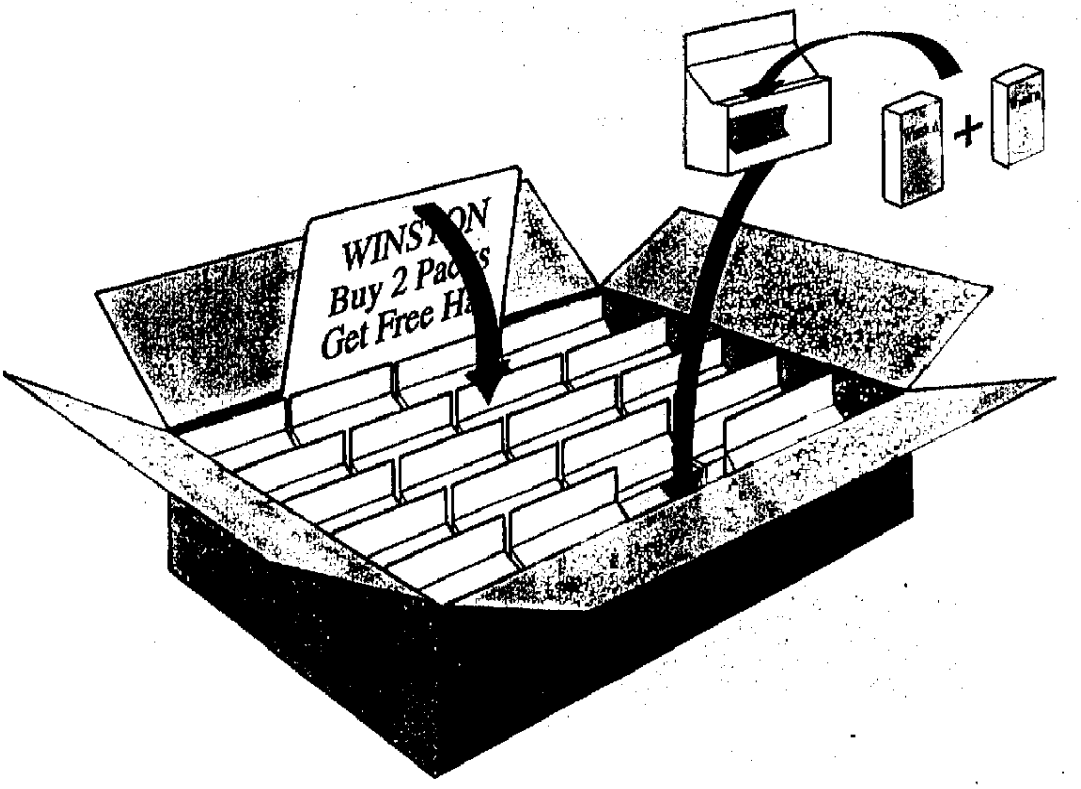
WHOLESALER PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 4TH QTR.'97

October WINSTON B2GF HAT (Buy 2 Packs Get Free Hat)

STEPS

1. Open WINSTON B2GF Hat shipping case.
2. Add 2 "live" Winston packs of the same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 529301
Description: WINSTON B2GF Hat Display / POS Kit

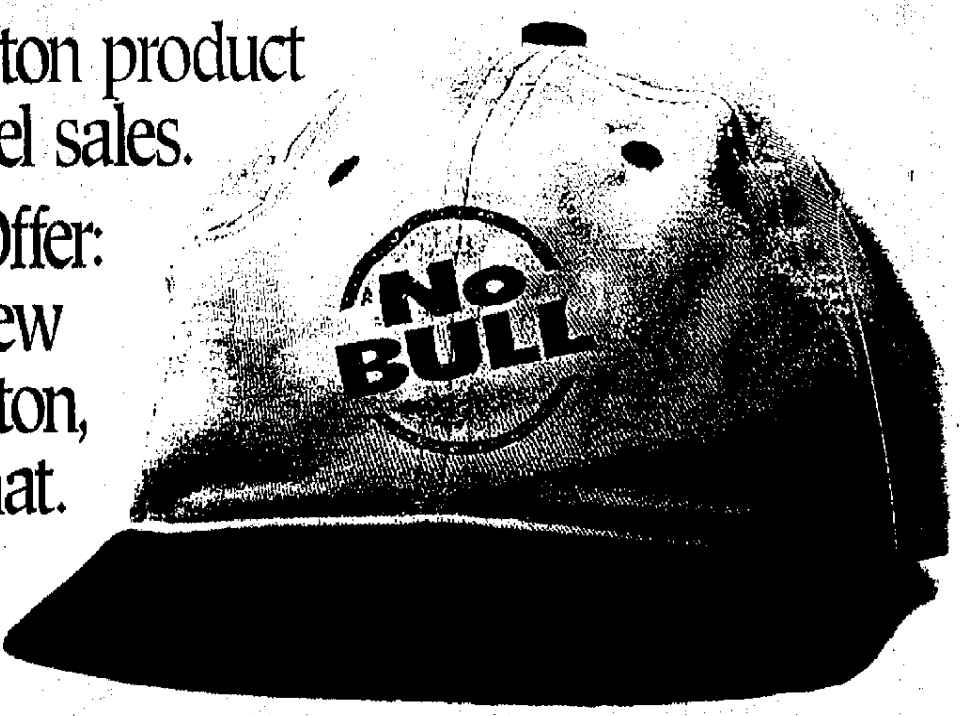
Brand Style	LIGHT KING	LIGHT BOX				
Number of Cartons	2	2				

51845-7779

Source: https://www.industrydocuments.ucsf.edu/docs/xqmy0000

The right premium caps everything off.

- No-additive Winston product continues to propel sales.
- Special October Offer: Buy 2 packs of new no-additive Winston, get free No Bull hat.
- National ad campaign drives "No Bull" attitude right to your customers.



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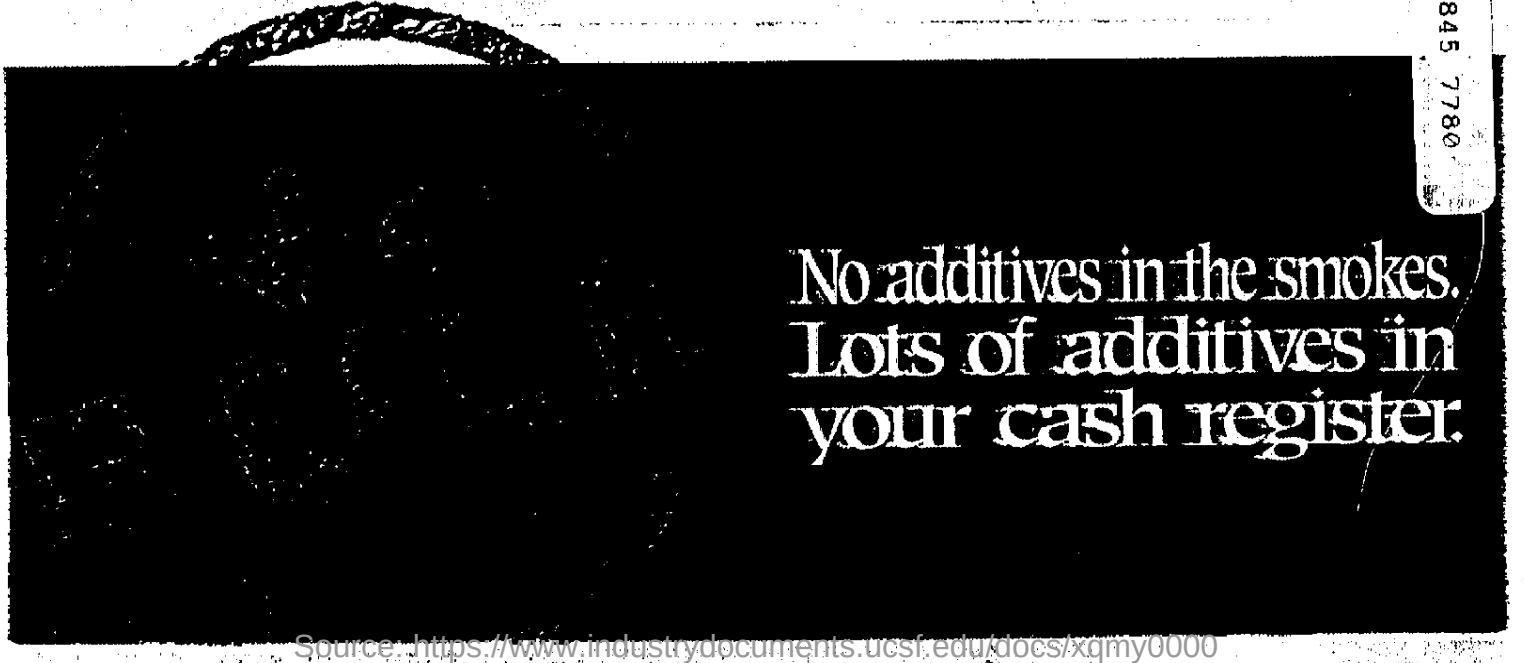

Source: https://www.industrydocuments.ucsf.edu/docs/xqmy0000

WHOLESALER : 160600 DONOHUE CANDY & TOB., INC. <DIRECT>
TEMPLATE : 700927 71000 WIN OCT HAT
TEMPLATE SEQ : 0018
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162201		684091	NORTHERN BORNE	MAIN STREET	LONG LAKE	NY	12847	1				(518)624-3271
162302	162320	176627	EDDIES GROCERY	82 BOULEVARD ST	HUDSON FALLS	NY	12839	1				(518)747-3277
162302	162320	177035	HARTFORD IGA	ROUTE 40	HARTFORD	NY	12838	1				(518)632-5291
162302	162320	177038	SCOTTIES VARIETY	20 MAIN ST	GRANVILLE	NY	12832	1				(518)642-9889
162302	162320	250716	BONFARE	RT 9 SARATOGA AVE	S GLENS FALLS	NY	12803	1				(518)798-4781
162302	162320	573906	ZAFAR DAR & SONS PE	122 AVIATION RD	QUEENSBURY	NY	12804	1				(518)792-3110
162302	162321	640167	ZENATH PETROLEUM	278 BROADWAY	HUDSON FALLS	NY	12839	1				(518)747-8503
162302	162320	670993	FAITH ENTERPRISES	EXIT 23	LAKE GEORGE	NY	12845	1				(518)623-3707
162302	162320	705930	B&R GETTY	MAIN STREET RT. 9	S GLENS FALLS	NY	12803	1				(518)793-4715
162302	162320	748814	RUTH'S MINI MART	84 MAIN ST	S GLENS FALLS	NY	12803	1				(518)798-9291
162304	162321	392637	GETTY MART	RT 50 & BROOKLINE	BALLSTON SPA	NY	12020	2				(518)885-2538
162304	162321	699172	ZZ PETROLEUM, INC.	2429 STATE ROUTE	BALLSTON SPA	NY	12020	2				(518)899-6271
162304	162321	724732	GETTY MART #58704	253 MILTON & PROS	BALLSTON SPA	NY	12020	1				(518)884-9533
162305	162322	579471	N&H GROCERY	218 LARK ST	ALBANY	NY	12210	1				(518)436-0484
162305	162326	748840	STOP-N-GO	222 S PEARL ST	ALBANY	NY	12202	1				(518)463-2869
162306	162325	634314	HAMADA MART INC.	95 CONGRESS STREE	TROY	NY	12180	1				(518)275-0514
162306	162325	634335	STAR MARKET	2300 15TH STREET	TROY	NY	12180	1				(518)274-1521
162306	162326	686763	GM PETROLEUM	RT 9 & 20	EAST GREENBUSH	NY	12061	1				(518)477-9129

PAGE BREAK TOTAL ACCOUNTS 18 TOTAL QUANTITY 20

TEMPLATE TOTAL ACCOUNTS 18 TOTAL QUANTITY 20

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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT 09/23/97

ACCOUNT NUMBER: 160600
VOUCHER NUMBER: 15371168
DATE WRITTEN: 09/23/97
STATUS: PAID
AMOUNT PAID: 37.24

DONOHUE CANDY & TOB.
114 MIDDLE AVE
SARATOGA SPRINGS , NY 128

SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	1.33	37.24

EXPLANATION: OCTOBER: WINSTON B2GF CAP #700927/SR 162302

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Source: https://www.industrydocuments.ucsf.edu/docs/xqmy0000